

SOME OF RICHMOND'S LEADING BUSINESS MEN



JOHN McP. COOKE.

John McP. Cooke, Manager of the New Home Sewing Machine Agency, located in the Smithfield Building, 922 E. Broad St. Richmond, Va. writes:

Gentlemen—"Both mother and myself have been and are using Peruna as a tonic and I take the greatest pleasure in saying that as a strength and energy producer, it has no equal. The beneficial results we have received from your valuable remedy are wonderful and I sincerely wish you every success." JOHN McP. COOKE.

CHRONIC catarrh often makes its approach in disguise. Before a person knows it he may become a victim of chronic catarrh.

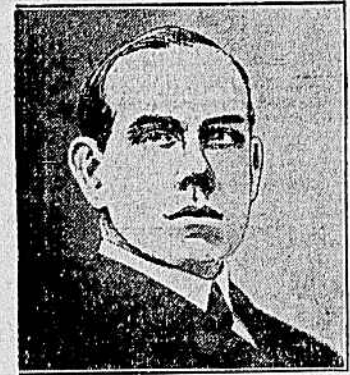
Its onset may be gradual, its development insidious, and at last the victim finds himself in the clutches of a tenacious disease.

A slight cold, a tendency to sneeze, a puffiness in the nose, stringy mucus in the throat, slight cough or wheeziness—any one of these symptoms should be regarded as a warning.

What can be cured in the beginning in a week or two by using Peruna, if allowed to become chronic, may require months of faithful treatment.

Peruna is the remedy for such cases; almost everybody knows that by hearsay, and thousands know it by blessed experience.

You would better take Peruna now, for by and by you may be obliged to take it a long time in order to get well.



GEORGE J. McDERMOTT

George J. McDermott, funeral director, No. 15 North Eleventh Street, Richmond, Va. writes:

"It affords me great pleasure to testify to the merits of your prescription as a curative for affections of the throat, as I have been a sufferer from the above for some time, but a good Samaritan advised me to use Peruna, and relief was immediate."

Colds are considered one of the necessary ills of life. One is liable to catch cold both summer and winter. Very often a cold is the starting point or cause of a lengthy and dangerous catarrhal disease. Colds are always dangerous and should never be neglected a day.

Men prominent in public life, including Governors, Senators, Congressmen, Generals, Mayors, Lawyers and Physicians, use and recommend Peruna.

Write Interesting Letters Recommending Peruna

For Coughs, Colds and Catarrhal Ailments of Head, Throat, Stomach and Kidneys.

AS A TONIC AND GENERAL HEALTH BUILDER PERUNA IS UNEQUALLED

A GREAT many remedies to temporarily relieve catarrh have been devised from time to time, such as sprays, snuffs, creams and other local applications, but, as a rule, the medical profession has little or no enthusiasm in the treatment of catarrh.

It is generally pronounced by them to be incurable. It therefore created a great sensation in medical circles when Dr. Hartman announced that he had devised a compound which would cure catarrh permanently.

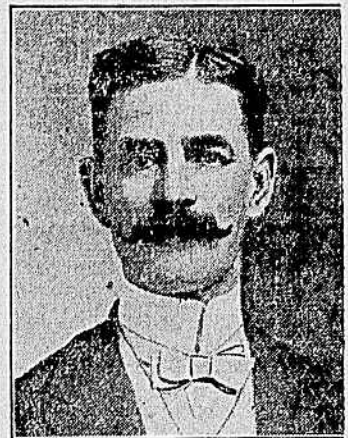
The remedy was named Peruna, and in a short time became known to thousands of catarrh sufferers, north, south, east and west.

Letters testifying to the fact that Peruna is a radical cure for catarrh began to pour in from all directions.

Thousands of such letters are on file in the office of the Peruna Medicine Co. In every city and hamlet of the land the phrase that Peruna cures catarrh wherever located has become almost an axiom.

Peruna is a specific for all catarrhal diseases. It acts quickly and beneficially upon the inflamed mucous membrane, thus removing the cause of catarrh.

Catarrh is catarrh wherever located. Catarrh is essentially the same everywhere. The remedy that will cure catarrh in one situation will cure it in all situations.



G. W. B. CRAWFORD.

G. W. B. Crawford, who conducts a large carriage trimming establishment at No. 10 South Fifteenth Street, Richmond, Va. writes:

"I have been troubled with constant colds, arising from catarrh, and after trying all kinds of preparations, together with prescriptions from doctors, was induced to try Peruna, which gives me more relief than anything else. I heartily recommend it to any one suffering as I have. I cannot say too much in its praise."



GEORGE L. HAYNES.

George L. Haynes, of George L. Haynes & Co., wholesale and retail grocers, No. 118 North Eleventh Street, Richmond, Va. writes:

"We have two friends of the family who have used Peruna, and have been greatly benefited by its use."

Approach of Catarrh Not Always Noticed.

Catarrh is silent and insidious in its ravages, but it pervades nearly every household and hovers like a pestilence over every hamlet and city in our land.

Catarrh (and its legitimate consequences) have desolated more hearthstones, made wretched more happy lives, and ended more brilliant careers than all other diseases combined.

Catarrh may end in deafness, blindness, loss of smell, loss of taste, or the entire loss of voice.

Diphtheria, bronchitis, pneumonia, consumption and pleurisy begin almost always as the result of a catarrhal attack.

The worst forms of dyspepsia and Bright's disease of the kidneys are also the direct consequences of neglected cases of acute catarrh.

Even when the victims of acute catarrh escape all of the above mentioned liabilities, there remains the great probability of its ending in chronic catarrh.

The only hope of success in the permanent cure of a case of chronic catarrh is to devise some remedy that will stimulate the nerves which supply the capillary blood vessels.

There is but one remedy that has this most desirable effect, and that remedy is Peruna.

Peruna is not a temporary palliative, but a radical cure.

It is the only reliable internal remedy ever devised to cure any case of catarrh, however long the case may have been standing.

CATCHING COLD.

How Prevented—How Cured—By the Renowned Medical Author and Physician, Dr. Hartman.

CATCHING cold is really the acute stage of catarrh. A sudden chilling of the surface of part of the body drives the blood to the interior of the body, and its presence in unusual quantities causes temporary congestion of some organ, which may continue long enough to produce the disturbance called "a cold." The mucous membranes of the respiratory tract are oftenest damaged by this rush of blood to the warmer parts of the body because of their loose structure, which affords little or no support to the delicate vessels turged with an unusual supply of blood. Peruna acts directly on the vaso-motor system of nerves, which give tonicity to these overcrowded vessels, and enables them to regain their usual elasticity, and thus prevent further derangement.

Chronic catarrh is so undoubtedly and directly the result of an ordinary cold that it would be quite correct to call chronic catarrh a settled or old cold. At least one-fourth of the inhabitants north of the fortieth degree of latitude are more or less afflicted with catarrh in some form. To say that this vast multitude of people is miserable is only to give a mild statement of the case.

An Ounce of Prevention is Worth a Pound of Cure.

The treatment of colds ought to begin with the appearance of the first symptoms. Since a cold has the inevitable effect of producing congestion of some mucous surface, the remedy for it ought to operate in these areas. The compound Peruna was devised with special reference to this effect. It operates by increasing the circulation in the mucous membranes of the whole body, and, no matter where the cold may have settled, whether in the head, throat, lungs, kidneys or urinary organs, Peruna will immediately relieve the congested membrane and stop the disease.

There is no fact of medical science better established than that a teaspoonful of Peruna before each meal during the winter season will absolutely protect a person from catching cold. Now if this is true (and there is no doubt of it), thousands of lives would be saved, and tens of thousands of cases of chronic catarrh prevented, by this simple precaution within reach of every one.

A Cold the First Step Toward Chronic Catarrh.

After a cold has been contracted a teaspoonful of Peruna every hour will shortly cure it, leaving no trace of it behind. After chronic catarrh has become established, the first stages of congestion have been reached, it will take much longer to effect a cure. It seems strange that as well known and as well established as the facts are that anyone should neglect to protect himself, and yet no doubt there are many who pay little or no attention to them and go on catching cold, acquiring chronic catarrh and consumption.

Peruna kept in the house and properly used will therefore not only act as a safeguard against the ailments which result from sudden cold waves, but will also prove a sure remedy for this class of ailments.

Pe-ru-na Cannot Be Imitated.

Some things may be successfully imitated, but Peruna cannot be. Every one purchasing Peruna should look out for imitations. Examine each package carefully. If you have ever used Peruna or if you have ever tasted it, you are not in the slightest danger of being misled by these imitations, but all those beginning the use of Peruna should beware.

Beware of imitations. Believe no one who tells you that he has a remedy that is making the same cures that Peruna is making.

If you have any doubt as to the genuineness of the bottle of Peruna you are using, write to Dr. Hartman and the manufacturer. If there be any, will soon be detected.

The Tenacious Character of Chronic Catarrh.

Perhaps the majority of physicians believe chronic catarrh to be incurable, but no wonder. It is a hard disease to cure. Many physicians cannot cure it, at least not permanently. A very few have had the extensive experience to cure catarrh permanently.

Among these few stands Dr. Hartman. His fame in curing chronic catarrh is known far and wide. His principal remedy is Peruna. He has used this remedy for nearly forty years. It cures catarrh permanently—old cases slowly, but surely, new cases quickly and lastingly.

There need be no failure. Coughs, colds, influenza, bronchitis and all diseases of the throat, chest and lungs are promptly curable by Peruna.

As a remedy for winter diseases it has no equal.

Men of Prominence Do Not Hesitate to Endorse Pe-ru-na.

Over fifty members of Congress, twenty-eight Generals of our Army, Governors, Admirals, Mayors, prominent lawyers, physicians, business men, club men, literary men and scholars of prominence and many other men of national reputation endorse Peruna.

Thousands of people in the humbler walks of life use it as a family medicine. Used once in the home it always stays. Almost all the diseases of winter are due to catarrh; Peruna cures catarrh wherever located.

If you do not derive prompt and satisfactory results from the use of Peruna, write at once to Dr. Hartman, giving a full statement of your case and he will be pleased to give you his valuable advice gratis.

Address Dr. Hartman, President of The Hartman Sanitarium, Columbus, Ohio.

THE day was when men of prominence hesitated to give their testimonials to proprietary medicines for publication. This remains true to-day of most proprietary medicines. But Peruna has become so justly famous, its merits are known to so many people of high and low stations, that no one hesitates to see its name in print recommending Peruna.

The highest men in our nation have given Peruna a strong endorsement. Men representing all classes and stations are equally represented.

The most distinguished men of the United States have no hesitation in lending their influence to assist in letting the people know of the virtues of Peruna. Nearly one-half the people are in some degree affected by catarrh. Therefore it is almost a national cure, and it is of national import that the people should know of Peruna.

Catarrh is an American disease. Peruna is an American remedy. Catarrh is the result of a changeable climate. Peruna is the result of long and careful experimentation. Catarrh enters the system through the nerve-centres. Peruna enables the nerve-centres to repel and expel catarrh from the system.

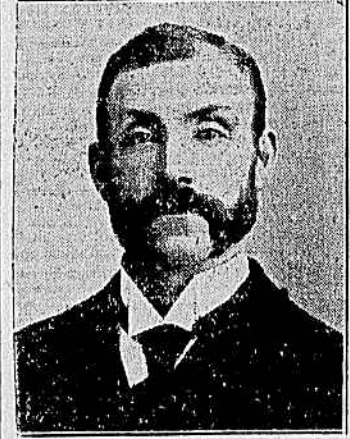
Catarrh is a systemic disease, curable only by a systemic treatment. A remedy that cures catarrh must aim directly at the depressed nerve centres. This is what Peruna does.



GREY McCALLEY.

Grey McCalley, proprietor of the Crescent Grocery, No. 282 Williamsburg Avenue, Richmond, Va. writes:

"I was cured of a bad case of catarrh by the use of Peruna, and I always use it now for colds, and never fail to recommend it to my friends. I believe it to be the best remedy on the market, and know of many cures which it has accomplished. I feel that I cannot say too much for Peruna."



MICHAEL I. McDONOUGH.

Michael I. McDonough, funeral director, No. 15 North Eleventh Street, Richmond, Va. writes:

"I heartily recommend the use of Peruna for indigestion and kidney troubles to those who may have the misfortune to be afflicted with either of the above complaints, as by the advice of a friend I have been almost completely cured."

Catarrh Symptoms Vary According to Their Location in the Body.

Every organ of the body is liable to catarrh. Symptoms of catarrh differ according to the part affected. If the catarrh is confined to the nose the symptoms will be sneezing and mucous discharges, or the formation of very scabs, corresponding to the stage of the disease.

When in the pharynx it causes hoarseness, enlarged follicles and tonsils, and sometimes deafness. In the trachea it produces hoarseness and often loss of voice. As soon as it reaches the trachea and bronchial tubes, cough, with abundant mucous expectoration, ensues.

Upon reaching the lungs catarrh speedily causes consumption, and all of the symptoms of that dread disease follow sooner or later. Catarrh also attacks the urinary tract, producing in the kidneys "Bright's Disease." In the bladder chronic cystitis, and in the urethra, gonorrhea, frequent and painful micturitions. Peruna is a specific for catarrh wherever located and in all stages.

Catarrh is capable of changing all the life-giving secretions of the body into scaling fluids, which destroy and inflame every part they come in contact with. Applications to the places affected by catarrh can do little good save to soothe or quiet disagreeable symptoms. Hence it is that gargles, sprays, atomizers and inhalants only serve as temporary relief.

There is but one remedy that has the desirable effect, and that remedy is Peruna.



J. F. BIGGS.

J. F. Biggs, Dealer in Original Antique Furniture, Cut Glass, Silverware, etc., 515 East Main Street, Richmond, Va. writes:

Gentlemen—"I have been a sufferer from catarrh for a number of years. Peruna is the only remedy that has ever given me relief. I cheerfully recommend it to all."

J. F. BIGGS.

THE season of catching cold is upon us. The cough and the sneeze and the nasal twangs are to be heard on every hand. The origin of chronic catarrh, the most common and dreadful of diseases, is a cold.

The order in which the symptoms of chronic catarrh occur are nearly always as follows:

A cold which hangs on longer than usual; a sensitiveness of the air passages, by which one catches cold easily; a continual settled cold in the head, throat, or chest; discharges grow thicker and more offensive, loss of flesh, despondency, loss of appetite, headache or cough, and general lassitude.

Now this is about the order in which symptoms of chronic catarrh make their appearance, and if the sufferer is fortunate enough to find a cure the symptoms will begin to disappear in exactly the reverse order. There may be at first no perceptible improvement in the earliest symptoms, while the latter symptoms show prompt improvement.

Promptness of Pe-ru-na Unequaled.

Peruna can be relied upon to cure slight colds and coughs and other catarrhal ailments with a promptness that is unequalled by any other remedy.

It first invigorates the system, increases the appetite, then the patient begins to gain flesh, hope takes the place of despondency, and all the mischievous symptoms which the chronic catarrh has produced will disappear one by one in the reverse order of their appearance. It has cured thousands upon thousands of this harassing and distressing malady.

Men Prominent in the Army and Navy Endorse Pe-ru-na.

Nearly thirty army generals and many admirals of our Navy have sent letters of endorsement to the inventor of the great catarrh remedy, Peruna. No other catarrh remedy has ever received such great popular endorsement. No remedy ever receive such unstinted eulogy from so many renowned statesmen and military men as Peruna.

Our Army and Navy is the natural protection of our country. Peruna is the natural protection of the Army and Navy in the vicissitudes of climate and exposure.

Peruna is a systemic catarrh remedy. A remedy that cleanses the mucous membranes of all catarrhal disturbances.

Any man who wishes perfect health must be entirely free from catarrh. Catarrh is well-nigh universal; almost omnipresent. Pe-ru-na is the only absolute safeguard known. A cold is the beginning of catarrh. To prevent colds, to cure colds, is to cheat catarrh out of its victims. Pe-ru-na not only cures catarrh, but prevents. Every household should be supplied with this great remedy for coughs, colds and so forth.

ONLY THE weak need a tonic. People are never weak except from some good cause. One of the obscure causes of weakness and the one oftentimes overlooked is catarrh.

Catarrh inflames the mucous membrane and causes the blood plasma to escape through the mucous membrane in the form of mucus. This discharge of mucus is the same as the loss of blood. It produces weakness.

Peruna stops the catarrh and prevents the discharge of mucus. This is why Peruna is called a tonic. Peruna does not give strength by stimulating the nervous system a little.

It gives strength by preserving the mucous membranes against leakage.

It gives strength by converting the blood fluids and preventing their draining away in mucous discharges.

Constant spitting and blowing the nose will finally produce extreme weakness from the loss of mucus.



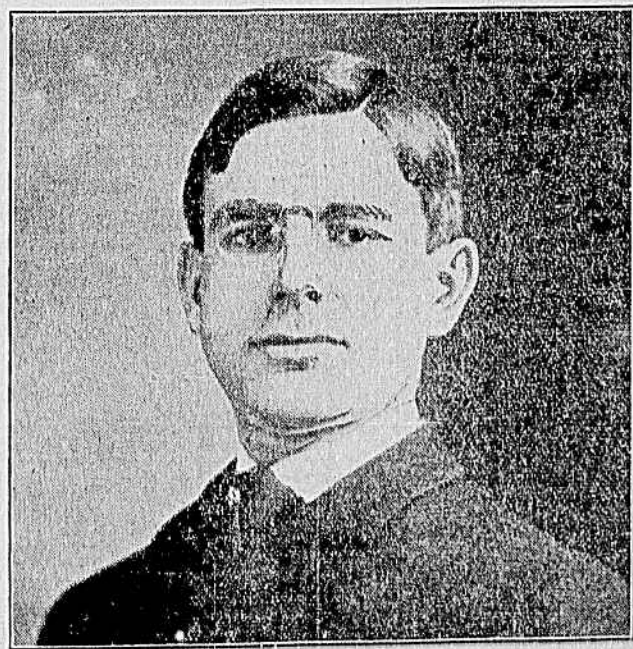
R. St. P. SMITH.

R. St. P. Smith, of Smith & Webster, watchmakers and manufacturing jewelers, No. 625 East Main Street, Richmond, Va. writes:

"It gives me great pleasure in recommending your valuable remedy Peruna as a nerve tonic and general health builder."

If a cold has settled in any portion of the body and produced catarrh, it is generally thought by people that they must suffer on year after year without any hope of cure. This is not true, however. Peruna cures such cases. Thousands of testimonials that can never be used at test this fact.

"A stitch in time saves nine." One bottle of Peruna taken at the onset of catarrh is worth its weight in gold to any man or woman. There are no substitutes for Peruna. Peruna has been Dr. Hartman's only remedy for catarrh for the last forty years.



A. B. ABRAMS.

A. B. Abrams, Secretary of Liebermuth-Abrams Co., dealers and manufacturers of builders' and painters' supplies, 1435 E. Main Street, Richmond, Va. writes:

"I highly recommend the use of Peruna to all those who may suffer from catarrh and indigestion."

A. B. ABRAMS.



A. SCHEER.

A. Scheer, a prominent jeweler, 1955 E. Main St., opposite Old Market, Richmond, Va. writes:

The Peruna Medicine Co., Columbus, O. Gentlemen—"I can cheerfully recommend Peruna for stomach trouble and would advise all who are troubled with that complaint to give Peruna a trial."

A. SCHEER.